

Professional and Managerial Branch
Cultural Group
Recreational Series

SPECIAL PROMOTIONS COORDINATOR

08/99 (CDH)

Summary

Under direction, develop a wide variety of recreational events, programs and funding sources to meet specific needs of targeted age and cultural groups by enhancing partnerships with public and private sector organizations; publicize and implement special events and projects; act as Recreation Program Supervisor as required.

Typical Duties

Analyze community recreational needs and conceptualize, develop and implement approved programs or special events. Involves: meeting with public and private agencies and individuals; identifying and planning viable projects; determining availability of funding and public support; seeking contributions and in-kind or volunteer support; developing partnerships with public agencies such as schools and colleges and with private organizations and sports franchises; assuring that facilities and equipment are available; developing contract support specifications; locating qualified support contractors; finalizing approved contracts; developing and communicating event schedules; arranging transportation, lodging and amenities for out-of-area event participants/officials; communicating and coordinating with City departments, private agencies and participants; monitoring event execution, at multiple sites to ensure consistency of practice, and taking corrective action as necessary; preparing and presenting event awards and recognition activities; evaluating event performance and results; conducting outreach programs and recreational activities at recreation site for targeted groups.

Publicize and market approved special events. Involves: preparing print and broadcast media documents and programs; developing various public and private media contacts; identifying participants and conducting on-air radio interviews; preparing and hosting regular and periodic public service television programs; purchasing advertising for approved events; speaking at schools and to private association gatherings; obtaining public recognition for event winners, and showcasing youth achievements and outreach programs.

Develop event and project and recreation site budgets, obtain funding and in-kind or volunteer services, oversee and account for event expenditures. Involves: evaluating costs for proposed events; preparing specific event budgets; identifying sources of, and obtaining contributions and resources through public and private donations and partnerships; obtaining competitive bids for contract services; comparing costs and services; selecting, evaluating and assuring payment to contractors; monitoring project costs versus approved budgets; covering shortfalls by obtaining additional contributions; preparing final cost and budget reports; developing and overseeing expenses of recreation center support budgets; allocating funds and resources to center programs; depositing user-fees and contributions to department account.

Coordinate and control through subordinates, and engage in activities at a designated small recreation site or aquatics cluster, or assists with the execution of such functions for a cluster of recreation sites. Involves: planning, organizing, implementing, directing and conducting various assigned recreations programs and social support services to meet the needs and interests of participants and targeted groups; scheduling and implementing use of facilities, materials and equipment.

Resolve and mediate public complaints, disputes, present management position before Parks Board as assigned. Involves: meeting with complainants, hearing the matter, suggesting solutions, preparing reports, discussing with supervisor, making and communicating determination; persuading acceptance; preparing and presenting rationale for decision; providing information at formal hearing as necessary.

Supervise a small group of assigned recreation leaders or specialists, other general services, or contract employees and volunteers as necessary. Involves: assigning duties, issuing written and oral instructions and checking work for exactness, neatness and conformance to policies and procedures; guiding subordinates and volunteers to overcome difficulties encountered in performing duties; evaluating performance; coaching and arranging for or conducting training and development activities; enforcing personnel rules and regulations, standards of conduct, work attendance and safe working practices; maintaining supervisor-subordinate harmony and resolving grievances; recommending personnel status, organization structure and job design changes; interviewing applicants.

Perform related incidental duties contributing to realization of unit or team objectives as required. Includes:

substituting during temporary absences for coworkers or subordinates as qualified and within authorized limits by carrying out specified functions to maintain continuity of ordinary operations, if delegated; providing designated support for projects or activities overseen by higher graded personnel as instructed; explaining and demonstrating work performed to assist supervisor in orienting and training less knowledgeable employees; engaging in assignments pertaining to functions of other positions for training purposes under general supervision; logging activities, and preparing and submitting recurring or requested activity or status reports.

Minimum Qualifications

Training and Experience: Graduation from an accredited college or university with a Bachelor's degree in Recreation Management, Physical Education, Social Sciences; Business or Public Administration, or a related field, plus four (4) years progressive professional experience in coordinating or administering recreation programs, including two (2) years in a supervisory capacity; or an equivalent combination of training and experience.

Knowledge, Abilities and Skills: Considerable knowledge of recreational and athletic event structure, and regulations pertaining to event operations, safety factors, facilities and equipment; theory and philosophy of recreation and application to individual and groups. Good knowledge of: coaching and training techniques; principles: interpersonal relations, sales and marketing; supervisory techniques.

Ability to : seek and obtain public support for event production; supervise and train subordinates, and lead volunteers from a wide variety of age and cultural groups; plan use of facilities, allocate resources and execute complex events; maintain participant involvement in outreach programs; apply principles and practices of marketing, media publicity and fund raising; conceptualize event and program approaches; enforce regulations firmly, tactfully and impartially; establish and maintain effective working relationships with officials, and fellow employees; meet with and respond to general public inquiries or complaints, and resolve disputes within guidelines or as directed; maintain records and prepare reports.

Skill in: Safe operation and care of motor vehicle.

Physical Requirements: Occasional mobility in indoor and outdoor environments to monitor activities, lifting carrying, pushing or pulling of moderately heavy objects, averaging up to fifty (50) pounds, to set up event equipment or materials; climbing on platforms and event facilities; driving through city traffic.

Licenses and Certificates: Texas Class "C" Driver's License or equivalent from another state.

Special Requirements: Subject to call back in unusual or unforeseen situations, and working flexible hours, weekends, holidays and extended hours as required.

Director of Personnel

Department Head